

DriveCam tests on board video systems with commercial fleets

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SAN DIEGO, April 10 (LocalBusiness.com) -- DriveCam Video Systems has started a 12-month test program to evaluate the reduction in losses to business from the installation of its video event data recorder.

In addition to the visuals, the DriveCam also captures audio information and provides the boss with the answer to the perennial question of How Am I Driving?

"It's a really unique program we have going with several fleets," Valerie Chereskin, a company spokeswoman, told LocalBusiness.com. "A video camera attaches to the rearview mirror and 20 seconds prior to an unusual driving event, like an accident or a bump in the road, the camera records the event, putting it in its digital memory. The information can't be tampered with."

The device puts drivers under the microscope, but the upside may be lower insurance premiums due to fewer accidents. "This is a great way to evaluate how a new driver may be performing, in addition to capturing the events leading up to and following an accident," said Chereskin. "Sometimes you can even hear someone cursing. In one case, a driver was hit by an ambulance that had the DriveCam installed. He said the ambulance hadn't had its siren and lights on. Well, of course, when you played back the tape, it turned out the siren was quite loud."

Proof of fault?

The company says its DriveCam is installed in over 1,000 commercial vehicles. Tran-Star Executive Transportation Services in North Babylon, N.Y., is one of the fleets in the pilot program. The company has used DriveCam event recordings as evidence in accident disputes to prove its vehicles were not at fault.

"In addition to reducing accident claims, it gives our managers the ability to counsel drivers about their specific driving habits, such as hitting curbs, cornering too fast, or accelerating too rapidly," said Steven Paul, Tran-Star president and CEO. "This facilitates safe driving and ultimately can lower our operating costs."

DriveCam's digital recording allows fleet managers to easily view an event on a TV, camcorder or personal computer. Seeing and hearing an event just as the driver did provides them with valuable feedback that can be used to improve driving habits. The complete Driving Feedback System includes a manager's guide, driver guide, videotape and Event Manager

software for logging and tracking vehicle events.

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